

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1-2. (Canceled)

3. (Currently Amended) A computer system comprising a server and a computer-readable storage device storing a computer program that, when executed, performs operations comprising:

storing geographical map data and with data pertaining to commercial enterprises, said geographical map data representative of at least one map image of a geographic area;

receiving from a user client a search request pertaining to the commercial enterprises; and

providing said user client with a search result responsive to said search request, the search result comprising a subset of said data pertaining to the a plurality of commercial enterprises matching said search request, said search result sufficient to enable such that said user client is ~~presented with~~ to instantiate an image including one or more representations based on said data pertaining to a plurality of commercial enterprises subset superimposed over a map image of a geographic area represented by said geographical map data, wherein a level of visibility of each ~~commercial enterprise~~ representation of said plurality of commercial enterprises in said image is determined according to at least one selection criterion.

4. (Currently Amended) The computer system of claim 3, wherein a subset of said geographical map data is provided by said server along with said data pertaining to a plurality of commercial enterprises.

5. (Currently Amended) The computer system of claim 3, wherein said ~~data pertaining to a plurality of commercial enterprises~~ includes information for superimposing each of said ~~plurality of commercial enterprises~~ representations over said geographical map data.

6. (Currently Amended) The computer system of claim 3, wherein said subset plurality of commercial enterprises includes businesses related and/or advertised content.

7. (Previously Presented) The computer system of claim 3, wherein said at least one selection criterion forms a part of a user-specific profile.

8. (Previously Presented) The computer system of claim 7, wherein said user-specific profile is generated by said server according to information provided from said user client.

9. (Currently Amended) The computer system of claim 3, wherein said image further displays commercial enterprise-related information for each of said representations ~~plurality of commercial enterprises matching said search request~~.

10. (Currently Amended) The computer system of claim 9, wherein said commercial enterprise-related information is provided to said user client by said server as various layers of information.

11. (Previously Presented) The computer system of claim 3, wherein said server is further capable of providing said user with information relating to a group of commercial enterprises.

12. (Currently Amended) The computer system of claim 3, wherein said server is also capable of managing an affiliation of said user to consumer clubs associated with at least one ~~commercial enterprise~~ of said ~~plurality of~~ commercial enterprises.

13. (Currently Amended) The computer system of claim 3, further comprising ~~periodically receiving from at least one wherein each~~ of said ~~plurality of~~ commercial enterprises ~~is capable of periodically providing said server with~~ information relating thereto.

14. (Currently Amended) The computer system of claim 3, wherein said selection criterion includes relevancy of the one or more representations ~~each of said plurality of~~ ~~commercial enterprises to said search request~~.

15. (Currently Amended) The computer system of claim 3, wherein said level of visibility is a function of at least one of a graphical display size, color ~~[[and/]]~~ or animation of each of the one or more representations ~~said plurality of commercial enterprises~~.

16. (Currently Amended) The computer system of claim 3, wherein said server is capable of enabling bidirectional communication between said user client and ~~each~~ at least one of said ~~plurality of~~ commercial enterprises.

17. (Currently Amended) The computer system of claim 3, wherein said at least one selection criterion ~~provided by said server~~ is a subscription fee paid by ~~each~~ at least one of said ~~plurality of~~ commercial enterprises.

18. (Previously Presented) The computer system of claim 10, wherein said commercial enterprise-related information is updated dynamically by said server.

19-24. (Canceled)

25. (Currently Amended) The computer system of claim 3, wherein said subset ~~plurality of commercial enterprises~~ includes advertised content.

26. (Currently Amended) The computer system of claim 3, wherein said level of visibility is a function of a color of each of said ~~plurality of~~ data pertaining to commercial enterprises.

27. (Currently Amended) The computer system of claim 3, wherein said level of visibility is a function of an animation of each of said ~~plurality of~~ data pertaining to commercial enterprises.

28-29. (Canceled)

30. (Currently Amended) A computerized geographic-mapping method comprising;
~~with a computer:~~

storing geographical map data with data pertaining to commercial enterprises located at geographical locations represented by said geographical map data, said geographical map data representative of at least one map image of a geographic area;

receiving a search result[[s]] responsive to ~~of~~ a search request for at least one commercial enterprise category, the search result comprising a subset of said data pertaining to ~~of~~ commercial enterprises; and

in response thereto, automatically transmitting to a remote client machine indicia of enterprise locations included in the search result ~~of commercial enterprises belonging to at least one specified category, which indicia, said indicia sufficient to enable when applied to~~ a display device at the remote client machine, ~~are capable of~~ to displaying graphical indicators of said ~~commercial enterprises subset~~ superimposed on a geographical map, the locations of ~~said transmitted the graphical indicators commercial enterprises~~ being within ~~the~~ a geographic area defined by said geographical map data.

31. (Currently Amended) The method according to claim 30 wherein each of said graphical indicators ~~locations of commercial enterprises~~ is shown at one of a plurality of levels of visibility.

32-38. (Canceled).

39. (New) The computer system of claim 3, wherein said at least one selection criterion is geographical location.

40. (New) The computer system of claim 3, wherein each of said representations is positioned in said image according to its respective location on said map image.

41. (New) A computer system comprising a server and a computer-readable storage device storing a computer program that, when executed, performs operations comprising:
storing data pertaining to commercial enterprises;

maintaining a database of layers of geographical map data, said map data representative of at least one map image of said geographic area, each layer providing progressively more detail when displayed at a client display;

receiving a search request pertaining to the commercial enterprises;

providing data a search result responsive to said search request, the search result comprising a subset of said data pertaining to commercial enterprises, said search result sufficient to enable the client display to instantiate an image including one or more representations based on said subset superimposed over a map image of a geographic area represented by said geographical map data and allow a user to navigate within said geographic area without requiring new map data to be downloaded from the map server, wherein a level of visibility of each enterprise representation is determined according to at least one selection criterion..

42. (New) The system of claim 41, wherein said layers of geographical map data comprises minimized vector format data.

43. (New) The system of claim 42, wherein said minimized vector format data comprises minimal sorted groups, each of said minimal sorted groups comprising a map object and an object type.

44. (New) The system of claim 41, wherein said map data comprises descriptive information in text format.

45. (New) The system of claim 41, wherein said layers of geographical map data comprise groupings of map objects.

46. (New) A computer device comprising a processor and a computer-readable storage device storing a computer program that, when executed, performs operations comprising:
sending to a map server a request for map data, said map data representative of at least one map image of a geographic area and comprising at least two layers, each layer providing progressively more detail to be displayed at the computer device;

sending to the map server a search request pertaining to the commercial enterprises;
receiving a search result responsive to said search request, the search result comprising a subset of said data pertaining to the commercial enterprises, said search result sufficient to enable said computer device to instantiate an image including one or more representations based on said subset superimposed over a map image of a geographic area represented by said geographical map data and allow a user to navigate within said geographic area without requiring new map data to be downloaded from the map server, wherein a level of visibility of each commercial enterprise of said data pertaining to commercial enterprises in said image is determined according to at least one selection criterion; and
displaying at least part of said image on a user interface of the computer device.

47. (New) The device of claim 46, further comprising receiving navigation commands and responding thereto by displaying different parts of the map image without downloading new map data from the map server.

48. (New) A method for downloading map data from a map server to a computer device, the method comprising:

sending to a map server a request for map data, said map data representative of at least one map image of a geographic area and comprising at least two layers, each layer providing progressively more detail to be displayed at the computer device;

sending to the map server a search request pertaining to the commercial enterprises;
receiving a search result responsive to said search request, the search result comprising a subset of said data pertaining to the commercial enterprises, said search result sufficient to enable said computer device to instantiate an image including one or more representations based on said subset superimposed over a map image of a geographic area represented by said geographical map data and allow a user to navigate within said geographic area without requiring new map data to be downloaded from the map server, wherein a level of visibility of each commercial enterprise of said data pertaining to commercial enterprises in said image is determined according to at least one selection criterion; and

displaying at least part of said image on a user interface of the computer device.

49. (New) The method of claim 48, further comprising receiving navigation commands and responding thereto by displaying different parts of the map image without downloading new map data from the map server.